

Convention and Tourism Advisory Committee
Tuesday, February 7, 2006 – Minutes

Members Present: Marlene Leister, Gerald Cook, Don Marrs, Ben Vidricksen, Kathy Tolbert, Dave Miller

Members Absent: Bette Timmel, Jennifer Sturges

Guests/Staff Present: Keith Rawlings – Salina Bicentennial Center; Mike Harmon – Best Western Mid America Inn; Sylvia Rice, Tiffany Benien, Jo Ann McClure, Andi Pahl – Chamber Staff

Minutes

The Minutes of the January 2006 meeting were reviewed.

Financial Statement

The January Financial Statement was tabled.

Division Updates:

Sports Market

Tiffany reported on the following sports events:

- **Kansas 4A State Wrestling** – The event takes place February 24-25 at the Salina Bicentennial Center. It is the first time Salina will be hosting the 4A State Wrestling Tournament. The event consists of 14 weight classes with 16 individuals qualifying for each class, 224 wrestlers. A crowd of between 5,000-6,000 attendees is expected for the two-day event. Four mats will be used for most of the tournament providing wrestlers with a shortened schedule compared to previous state tournaments. Salina is confirmed to host the 2007 4A State tournament, and KSHSAA will evaluate this year to determine whether Salina will be a host site beyond 2007.
- **2006 NJCAA – Salina JUCO Basketball Blast** – We have been focusing on the upcoming JUCO Blast. CSTV will be filming the championship game for the first time on March 26 at 1:00pm. Sunday's game will be preceded by another first, a Tailgate Party beginning at 11:00am. So far, Schwan's and Dillon's have helped sponsor food items and the band, Northcutt, will entertain. Local radio stations and the *Salina Journal* will help to promote the event by giving away tailgate party tickets that include admission to the Championship Game. Readers and listeners will be able to follow along for the opportunity to win free tickets. Local JUCO Blast Sponsors will also receive tickets. Sixteen teams will compete during the weeklong, 26-game tournament. The team banquet will be held on Monday, March 20 where Ruby Curry will be inducted to the NJCAA Hall of Fame.

Convention Market

Jo Ann gave the following update:

- Conventions hosted in Salina since the first of the year included:
 - Kansas Society of Land Surveyors with 350 attendees;
 - No-till on the Plains with 1,556 attendees – an ag-based group that has been growing every year and requires many volunteer and staff hours;
 - Kansas Association of Insurance Agents (KAIA) with 660 attendees – is outgrowing the Holiday Inn Convention Center but would like to keep the convention in Salina, we are trying to secure them for 2007;
 - Kansas Association of Auctioneers with 225 attendees – special activities were arranged for this group's first event in Salina that included tours at the Yesteryear Museum, lunch at Martinelli's Little Italy, and a cooking show at Crestwood, Inc. conducted by Chef Norm Jennings of Smoky Hill Vineyards & Winery.
- **Kansas Cattleman's Association** – Jo Ann asked for contact help for this association and Jack Vanier's name was mentioned.
- **Grand Lodge of Kansas** – Sylvia has been working with Charlie McClain of the Lodge for their March convention. She said that hosting them for 2007 could be challenging, in part due to the future of the Masonic Center, and that space may not be available at the Holiday Inn Convention Center.

Tourism Market

Sylvia gave the following tourism market update:

- **TIAK** – Sylvia will attend the I-70 Association meeting in Topeka February 8, and KMMA and TIAK meetings in Topeka on February 9. There will be a transient guest tax seminar held following the TIAK meeting.

- North Central Kansas Tourism Council – The Council will meet in Salina February 16. The group consists of tourism professionals, bed and breakfast owners and general citizenry. Events planned include a tour of the new gallery at Smoky Hill Museum, a talk on the 30th year of the Smoky Hill River Festival given by someone from Arts & Humanities, and dinner at the Museum with the board meeting following.
- Ft. Riley Travel Expo – Sylvia and Andi will be manning a booth displaying Salina tourism information at the Expo in Junction City on March 4. There is still booth space available for this one-day show.
- Kustom Kamps – Coordinators for the Kustom Kamps car show to be held here July 28-30 at Thomas Park were in Salina last week and met with Mike Harmon and Sylvia at the Bombay Club at the BW Mid America Inn. Discussion centered on the parking issue and events being planned for this year's show. Mike said that landowner Danny Huehl has offered eight acres for parking near the park. Sylvia is working on a proposal of what the Chamber will provide. A new car being built in Wichita will be unveiled at the show.

Co-operative Marketing Projects

- Sylvia is working on two Salina co-op ads. One is for *Travel Kansas*, produced by the *Wichita Times*, to be distributed to Kansas travel centers and Wichita Mid-Continent Airport. Sylvia is meeting with their editor next week to discuss keeping the ad on the inside front cover. The other ad will appear in the May-June issue of AAA's *Kansas Journeys* magazine that is featuring Rolling Hill Wildlife Adventure in an article. This magazine reaches 87,000 Kansas households.
- Kansas Guide – The visitors guide has been a big project for us every year. It is now going to become a biannual publication after this year and will serve as a supporting publication to the Kansas Travel and Tourism website. Users will access the website for the calendar of events and use the guide for properties and attractions.
- Sylvia stated that next month she should have the year-end statistics from our 12-county competitive set.

Other Business

Ben Vidricksen updated the committee on the Scouting Museum and the efforts being made to fund the project. A \$46,000 attraction grant has been applied for. They are still trying to work out the situation of building on the flood plain with Saline County and FEMA.

Kathy Tolbert gave an update on Rolling Hills Wildlife Adventure saying they had their best January ever. The new exhibit "Tricking Fish" is on display and "Baby Cakes" are on sale for Valentine's Day.

Keith Rawlings reported on upcoming events at the Salina Bicentennial Center that include: South/Central Basketball (Feb. 20), Monster Truck Show (Feb. 11), Homebuilders Home & Garden Show (Feb. 17-19), KSHSAA 4A Wrestling (Feb. 24-25), Lipizzaner (Mar. 1), Christian Concert (Mar. 2). He also said work was progressing on the operable walls in Heritage Hall.

Next Meeting

The next Convention & Tourism Advisory Committee Meeting will be held March 7 at the Chamber.

Upcoming Events

Upcoming meetings, conventions and events were noted.

The meeting adjourned at 8:15 a.m.